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**SUPERIOR COURT OF CALIFORNIA**  
**COUNTY OF LOS ANGELES**

NATALIE MASSENET, an individual,  
  
Plaintiff,  
  
v.  
  
ERIK TORSTENSSON, an individual,  
  
Defendants.

Case No. **25STCV24516**

**COMPLAINT FOR:**

- (1) BREACH OF CONTRACT;**
- (2) FRAUD AND INTENTIONAL DECEIT;**
- (3) PROMISSORY ESTOPPEL; AND**
- (4) INTENTIONAL/NEGLIGENT INFLECTION OF EMOTIONAL DISTRESS**

**DEMAND FOR JURY TRIAL**

1 Plaintiff Natalie Massenet, by way of her claims against Defendant Erik Torstensson,  
2 hereby claim as follows:

3 **NATURE OF THE ACTION**

4 ***“Natalie [Massenet] once said, ‘You’re my best investment,’ I hope.”***

5 Erik Torstensson, *Los Angeles Times*, Dec. 5, 2019

6 1. Defendant Erik Torstensson, a man at the time with a modest career but big  
7 dreams, found his target and path toward power, influence, and a better life in Plaintiff Dame  
8 Natalie Massenet, a self-made fashion industry mogul, well-known as a pioneer for e-commerce  
9 with the website Net-a-Porter. The scheme was simple. First, establish a business relationship  
10 with Massenet. Second, when the opportunity presented, establish a personal/romantic  
11 relationship with Massenet. Third, use Massenet’s business acumen and network to profit  
12 professionally, while as the same time, duping Massenet into funding a lavish lifestyle with  
13 promises of repayment when his businesses succeed. Fourth, mendaciously engage in years long  
14 infidelity and substance abuse while publicly claiming to be committed to Massenet (and  
15 benefitting from her business advice and connections), and then when the romantic relationship  
16 ended because of his duplicity, and as her cash ran out, cut Massenet out of any potential  
17 earnings from her significant investment in Torstensson over the last nearly 15 years.

18 2. In 2000, Massenet created the online luxury brand, Net-a-Porter, which would be  
19 valued at \$2.2 billion dollars when she exited the company in 2015. Massenet continues to be an  
20 influential figure in the space through the \$1.5 billion venture fund she co-founded to invest in  
21 start-up companies at the intersection of fashion and technology, and serves on the boards of  
22 some of the most well-known brands of this era. Massenet’s contributions to fashion and retail  
23 even earned her the title of “Dame” granted to her by the Queen of England in 2016 and *Time*  
24 Magazine’s TIME100 most influential people list.

25 3. Massenet met Erik Torstensson around 2009, when he approached her at Net-a-  
26 Porter with an unsolicited pitch for a menswear-focused expansion. Torstensson was working as  
27 a creative director of an advertising agency but had only moderate financial success. Prior to  
28 meeting Massenet, Torstensson lived in a one-bedroom apartment without even so much as a bed

1 frame. But Torstensson, whose ambition led him to leave Sweden for London at 19, believed  
2 that if he could hitch a ride to the top, he would be able to achieve his ultimate dreams of power  
3 and influence.

4 4. Net-a-Porter decided to move forward with Torstensson’s proposal, which led the  
5 two to work together. However, in late 2010, once Massenet had sold a portion of her company  
6 for tens of millions of dollars, Torstensson seduced Massenet and they began a romantic  
7 relationship. For fourteen years, Massenet and Torstensson lived and built a life and even  
8 welcomed a son together in 2017. Torstensson showered Massenet with public affection and  
9 romantic gestures, constantly promising Massenet that he was committed to building a life  
10 together. But, eventually, Torstensson’s lies were revealed as just that. All the while,  
11 Torstensson had schemed to defraud Massenet out of her hard-earned money and convince her to  
12 use her influence and finances to promote and endorse Torstensson publicly and privately under  
13 false pretenses. And, as soon as he had finished spending Massenet’s money, he left.

14 5. Early and often in their relationship, Torstensson promised Massenet that, if she  
15 funded the extravagant lifestyle that he desired, introduced him to her high-profile business  
16 contacts, and supported his business ventures, he would repay her. Torstensson made clear that  
17 whatever assets and investments were Massenet’s would remain hers. In reliance on  
18 Torstensson’s promises, Massenet agreed to front the costs for their home life – including by  
19 purchasing a number of properties and paying for shared living expenses – and invest in  
20 Torstensson professionally. While Massenet was financing lavish houses for Torstensson to  
21 entertain his business and social contacts, he took the free cash he should have paid her to instead  
22 invest in a number of businesses, equities, and art. Torstensson coerced her expenditures by  
23 promising Massenet a future where she would share in the mounting value of the investments  
24 and businesses they incubated together once his positions became liquid. Yet, once some money  
25 began to come in, Torstensson actually diverted those funds to rent flashy private planes and art  
26 to impress his peers, rather than make good on his promises. In reality, Torstensson planned to  
27 use Massenet’s fame and fortune to leverage his public standing, reputation, and finances, while  
28

1 draining Massenet’s assets on their expensive lifestyle, and then cut her out of her investment in  
2 Torstensson.

3 6. In May 2025, Massenet uncovered the shocking truth about Torstensson – he was  
4 a self-described, “liar, drug addict, alcoholic, and sex addict,” who had been actively doing drugs  
5 including cocaine, ecstasy, and oxycodone, hiring and sleeping with prostitutes, and engaging in  
6 multiple affairs with younger women during the majority of their fourteen-year relationship.  
7 What Massenet had read as grand gestures turned out to be performative acts for the sole purpose  
8 of gaining Torstensson social clout, which he used to rack up investment and equity positions  
9 worth hundreds of millions of dollars.

10 7. Meanwhile, Massenet has been left not only heartbroken, but also cash strapped  
11 with his child following the very expensive life that he manipulated her into paying for.  
12 Massenet spent more than \$95 million during the course of their relationship on expensive  
13 properties, lifestyle expenses, vacations, and more based on Torstensson’s promises to repay her  
14 in kind. Now, after suddenly and completely withdrawing from what Massenet believed was a  
15 shared life, Torstensson is completely refusing to honor those promises and denies owing  
16 Massenet anything despite the irrefutable evidence that he agreed to do so. Making matters  
17 worse, Torstensson is demanding joint custody of their child despite the devastating financial  
18 harm he caused, pervasive drug use, and numerous infidelities – and is using that as leverage  
19 against Massenet.

20 8. Torstensson is responsible for the damages he caused to Massenet, which include  
21 the millions he scammed from her, and a return on her investment in him and his ventures.  
22 While Massenet is emotionally devastated and in shock caused by Torstensson’s outrageous  
23 behavior, this is a case of a return on investment in a man who leveraged Massenet’s capital and  
24 brand to build wealth, while she bore the majority of the costs. Massenet is demanding now  
25 what any investor would – a fair, equitable return on the investments she made, value she  
26 created, and costs she carried.

**PARTIES AND JURISDICTION**

1  
2 9. Plaintiff Natalie Massenet is an individual currently residing in New York. She  
3 was born in Los Angeles, attended the University of California, Los Angeles, and lived in Los  
4 Angeles for many years relevant to this action. Massenet has extensive personal and  
5 professional ties to California and a substantial portion of Torstensson’s fraud was perpetrated in  
6 the forum.

7 10. Defendant Erik Torstensson is an individual residing in New York. Torstensson  
8 is the co-founder and creative director of Frame, which has its principal place of business at 3578  
9 Hayden Avenue, Culver City, CA 90232. He is also a co-founder and early shareholder of  
10 SKIMS and Good American, both of which have principal places of business in Los Angeles.  
11 On information and belief, the majority of Torstensson’s financial assets are associated with his  
12 stakes in Frame and SKIMS. Frame, the California company, leases a car for Torstensson,  
13 which is registered in California with a California license plate. Frame also provides  
14 Torstensson with family health insurance that covers Massenet and all of the parties’ children.  
15 During the periods relevant to this action, Torstensson lived and rented property with Massenet  
16 in Los Angeles and regularly centered his work there. In September 2017, the parties’ son was  
17 born in Los Angeles. The parties also use a relationship counselor based on Los Angeles. When  
18 living outside of California, Torstensson traveled to Los Angeles for approximately one to two  
19 weeks each month to work at Frame or conduct other business. Torstensson also breached his  
20 agreements with Massenet while in Los Angeles on a number of occasions, including by hiring  
21 prostitutes and buying and using narcotics. Further, Torstensson and Massenet both work with a  
22 physician based in Los Angeles, California, who on information and belief, routinely provides  
23 prescriptions to Torstensson.

24 11. The Court has personal jurisdiction over Defendant and the subject matter of this  
25 action as: (a) Defendant conducts business in California; (b) Defendant owns businesses or  
26 interests therein that are located in California, all of which constitute the property in dispute in  
27 this action; (c) the parties lived together in California during a portion of the period relevant in  
28 this action; (d) actions complained of herein, including Torstensson’s drug use and infidelities

1 occurred in California; and (e) the amount in controversy exceeds the Court’s jurisdiction  
2 minimum. *See* Cal. Code Civ. Proc. § 410.10.

3 12. Venue is proper in Los Angeles County as Defendant conducts business within  
4 this judicial district, committed misconduct in this district, and resided in this district during the  
5 period relevant to this action.

6 **GENERAL ALLEGATIONS**

7 **Torstensson Initiated His Scheme To Infiltrate Massenet’s Personal And**  
8 **Professional Life To Bolster His Professional Career**

9 13. Dame Natalie Massenet is an influential, self-made entrepreneur who pioneered  
10 the rise of e-commerce in the fashion industry. Born and largely raised in Los Angeles,  
11 Massenet went on to attend UCLA, where she studied English Literature. After graduation,  
12 Massenet began her career as a journalist and fashion editor, working at *Women’s Wear Daily*  
13 magazine in Los Angeles.

14 14. In 2000, Massenet left journalism to found Net-a-Porter, a website in magazine  
15 format aimed at selling luxury fashion online. While many thought it would be impossible to  
16 sell designer clothes over the internet, Massenet proved them all wrong. Net-a-Porter grew to  
17 become a highly successful, profitable global business.

18 15. In or around 2009, Massenet met Erik Torstensson when he came to Net-a-Porter  
19 to pitch an idea for “Mr Porter” – a menswear-focused extension of Massenet’s company. Net-a-  
20 Porter decided to move forward with the Mr Porter project, leading the two to engage in a  
21 professional relationship to build the Mr Porter brand.

22 16. At the time, Torstensson was a Creative Director at Saturday Group, a marketing  
23 agency he formed in 2003 with business partner. Torstensson had had only limited financial  
24 success up to that point. His company had some business in the advertising space, but he was  
25 living as a young creative in a one-bedroom apartment in London with his bed on the floor and  
26 his clothes hanging on a rack. Torstensson wanted more. Over time, he formed a number of  
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1 businesses under the Saturday Group, each aimed to “gain access to industry players” so “[h]e  
2 could be more important.”<sup>1</sup>

3 17. Meanwhile in 2010, Massenet sold a controlling interest in Net-a-Porter to luxury  
4 goods holding company Richemont in exchange for a take-home amount of nearly \$100 million.  
5 Massenet invested around \$25 million back into the company, where she remained on as  
6 executive chairman and would go on to continue to profit off of her self-made investment.  
7 Massenet was also going through separation proceedings from her ex-husband, with whom she  
8 shares two daughters.

9 18. Eyeing Massenet’s significant financial success and recognizing the window of  
10 opportunity, and after asking her to be his “mentor in life,” Torstensson seduced Massenet and  
11 schemed to pursue a romantic relationship in addition to their professional one. Massenet was at  
12 first hesitant to engage in a relationship with Torstensson, who is thirteen years her junior,  
13 because she was worried that her inability to have more biological children would cause issues  
14 down the line. But, Torstensson assured Massenet that it did not matter, and that he wanted to  
15 spend the rest of his life as her partner and as a stepfather to her two daughters.

16 19. In 2011, Massenet invited Torstensson to move into her South Kensington,  
17 London home – an 11,000 square foot estate, a dramatic shift for him from his prior modest  
18 lifestyle.

19 **Massenet Invests In Torstensson And Uses Her Business Contacts, Reputation, And**  
20 **Goodwill To Help Him Launch His Business Ventures**

21 20. Following the smashing success of Net-a-Porter, Massenet’s reach and influence  
22 in the fashion and retail industries only continued to expand. In 2012, Massenet was appointed  
23 as the first female Chair of the British Fashion Council. She went on to serve in that role for five  
24 years, after which time she was made a Dame – the female equivalent of knighthood – by the  
25 Queen in recognition of her contribution to the UK fashion and retail industries. This new role  
26 expanded Massenet’s already-large social circle and access to London’s elite.

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<sup>1</sup> See Jessica Iredale, *Branding the Good Life*, New York Times (Nov. 16, 2023).

1           21.     Massenet’s success has nothing to do with Torstensson and was achieved well  
2 before they met. Indeed, it was Massenet’s already obtained success that drew Torstensson to  
3 her, like a moth to a flame. Torstensson was looking to leech off of that success and to use  
4 Massenet to further his own career and feather his own nest.

5           22.     Despite her success, Massenet did not live lavishly prior to Torstensson.  
6 Massenet’s purchase of her London home was by far the greatest luxury she had ever afforded  
7 herself. Otherwise, Massenet had driven a Smart Car for many years and always flew in  
8 economy class, despite her net worth.

9           23.     Torstensson insisted on a different way of living before he had any means to  
10 justify it. He was set on indulgences like first class or private airfare because he openly cared  
11 about outward appearances and yearned to be viewed as powerful in society. Torstensson was  
12 still running his advertising agency and had an idea for a new clothing business, both of which he  
13 believed would benefit from portraying that he had a grandiose life and inflated social status. He  
14 often spoke about his dreams of achieving and even exceeding the level of success Massenet had  
15 attained. But, at the time, Torstensson’s own pocketbooks were dry and his social capital was  
16 lacking. So, he seized on Massenet’s high-profile status and net worth, and crucially her ability  
17 to launch the new clothing brand on her influential platform, Net-a-Porter.

18           24.     Torstensson coaxed Massenet and leveraged her affection for him into funding an  
19 extravagant lifestyle and introducing him to her elite circle by promising Massenet that he would  
20 return the favor down the line when the businesses he built with her professional and emotional  
21 support provided a financial exit. Massenet believed in Torstensson’s potential, at one point  
22 even calling him her “best investment,” and relied on Torstensson’s promises and agreed to front  
23 the costs for their shared benefit. While Torstensson repeatedly made clear that Massenet’s  
24 assets and investments would remain hers alone, Torstensson’s approach caused Massenet to  
25 spend large amounts of her personal wealth on their indulgent lifestyle, including by purchasing  
26 multiple properties and hiring full-time staff for her London home – all of which he publicly took  
27 credit for as shared expenses and assets. Massenet also took on additional labor and stress to  
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1 Torstensson’s benefit, such as managing the family, personnel, and home renovation projects, in  
2 trust that Torstensson would hold up his end of the bargain.

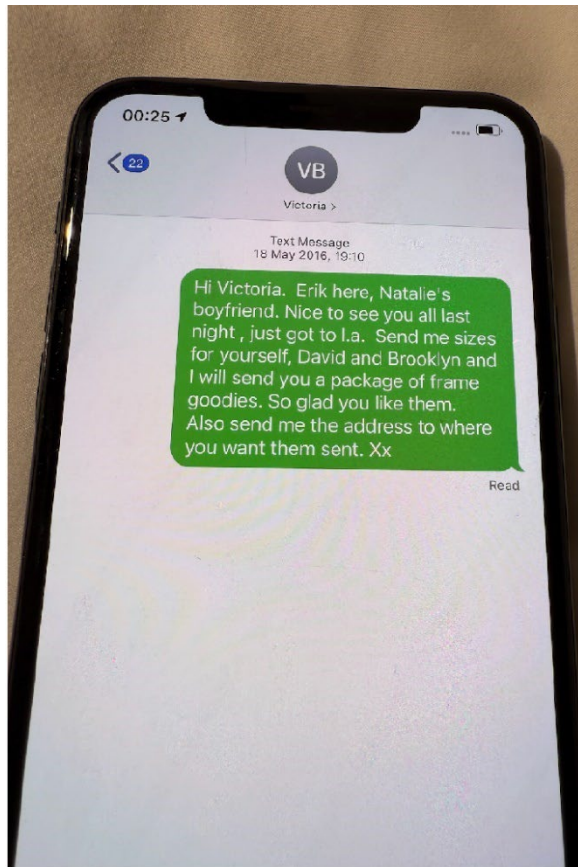
3 25. Massenet hosted and funded a number of costly social and professional gatherings  
4 at her home, all of which Torstensson benefitted from. Through these events – ranging from  
5 grand parties to intimate dinners – Massenet introduced Torstensson to her many high-profile  
6 friends contacts in the fashion, media, and technology industries, including individuals like  
7 Vogue editor-in-chief Anna Wintour, designer Diane Von Furstenberg, Creative Artists Agency  
8 co-founder Michael Ovitz, Jimmy Choo founder Tamara Mellon, and Glossier founder Emily  
9 Weiss. Massenet also offered Torstensson access to the world’s most influential people by  
10 bringing him as her partner to gatherings like the annual conference created by Google’s co-  
11 founders, which has been nicknamed “Billionaire Summer Camp.” Through Net-a-Porter,  
12 Massenet further supported Torstensson’s agency by hiring them and introducing them to clients.

13 26. Torstensson soon began to experience professional benefits from his high-profile  
14 relationship with Massenet. Many of his agency’s most successful projects, including the  
15 branding campaigns they worked on for prestigious brands such as Louis Vuitton, Moncler, and  
16 Calvin Klein, all came about after Massenet’s endorsement. Torstensson often referred to  
17 Massenet as his biggest mentor and his partner in his ventures.



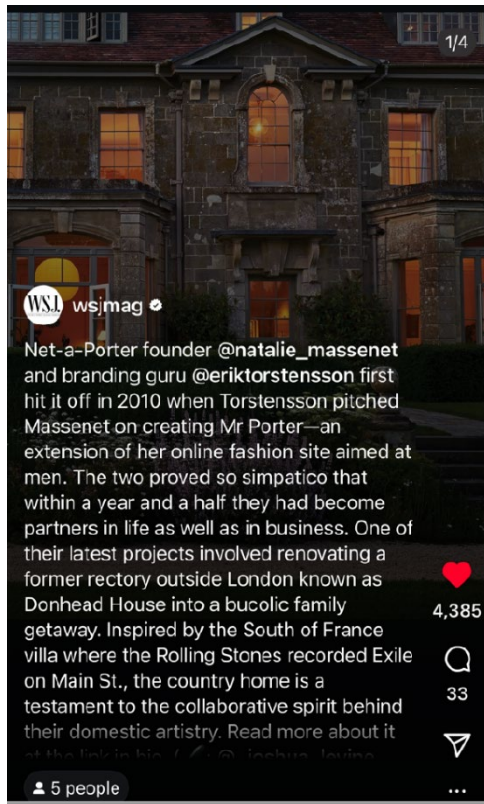
1           27.     In 2012, Torstensson launched Frame, a jeans brand, with business partner. The  
2 company’s first collection was launched on Net-a-Porter, which provided the venture with  
3 validation and a positive image with its target audience, all of which attracted the brand’s largest  
4 shareholders. This positioning was crucial. Torstensson – who had no prior fashion design  
5 experience – has admitted that making Frame successful came down to selling a lifestyle.<sup>2</sup>  
6 Torstensson was able to do so by taking advantage of the Net-a-Porter name, in addition to  
7 publicizing the “jet set life” that Massenet funded but Torstensson took credit for.

8           28.     Massenet continued to utilize her business and personal connections to assist the  
9 Frame launch. In fact, when Massenet introduced Torstensson to David and Victoria Beckham,  
10 the world-famous socialites, Torstensson used the opportunity to get them to wear Frame jeans in  
11 public and promote the brand.



<sup>2</sup> See Nick Carvell, *How Frame conquered the world*, GQ (Apr. 25, 2017).

1           29. To further bolster his reputation and solidify Massenet’s trust in him, Torstensson  
2 regularly broadcasted his connection to Massenet, often calling her a mentor and influence, as  
3 well as the love of his life in both public and private conversations. Torstensson also described  
4 how Massenet would provide him with business advice and emotional support. For example, in  
5 a 2019 article published in the *Los Angeles Times*, Torstensson is quoted as saying: “It’s great to  
6 be able to have the smartest conversation about work and life at the kitchen table. ... They’re  
7 motivating. Natalie once said, ‘You’re my best investment.’”<sup>3</sup> As *The Wall Street Journal* put it  
8 in 2022: “At this point, neither Massenet nor Torstensson can separate their business crush from  
9 their romantic crush. They don’t even try. ... With them, life and business are interconnected  
10 organically.”<sup>4</sup> *The Wall Street Journal* also noted following its interview, “[Massenet and  
11 Torstensson] proved so simpatico that within a year and a half they had become partners in life  
12 as well as in business.”



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27 <sup>3</sup> See Lindzi Scharf, *Is Frame Los Angeles’ Calvin Klein? Yes, label owners say*, Los Angeles Times (Dec. 5, 2019).

28 <sup>4</sup> See Joshua Levine, *A Grand English Estate Gets a Cozy Makeover*, The Wall Street Journal (Aug. 18, 2022).

1           30.     Frame soon became very successful. As the business grew, Torstensson sold off  
2 his advertising agency in 2015 to focus on Frame full time. Massenet also decided to completely  
3 exit from Net-a-Porter, as Richemont, who had bought the controlling interest in Net-a-Porter in  
4 2010, engineered a merger of the company.

5           31.     Massenet’s career had also taken on a new shape. In 2017, Massenet started  
6 running the venture capital fund, Imaginary Ventures, which invests in early-stage direct-to-  
7 consumer brands that blend fashion and technology. Massenet, and her co-founder and partner  
8 Nick Brown, built Imaginary from a \$70 million inaugural fund to over \$1.5 billion assets under  
9 management, all while building a portfolio of some of the most iconic consumer brands of this  
10 decade, including fashion and beauty powerhouses Glossier, Reformation, Everlane, and  
11 Westman Atelier. Through Imaginary, Massenet further supported Torstensson by becoming an  
12 early investor in two of his businesses, SKIMS (where Imaginary provided the seed capital) and  
13 Good American. Massenet had also taken up positions on the board of various portfolio brands,  
14 along with a role as co-chair of the fashion and technology platform, Farfetch.

15                   **Massenet Expend Tens Of Millions Of Dollars To Create The Jet-Set Image**

16                   **Torstensson Wanted To Portray Based On His Representations He Would Take**

17                   **Care Of Massenet When He Financially Could**

18           32.     As Massenet and Torstensson achieved professional success, they also decided to  
19 focus on their family and decided to have a baby via surrogacy. They welcomed their son, Jet,  
20 on September 15, 2017 in Los Angeles. At that point, the couple had decided that they needed to  
21 live in multiple locations to accommodate their various careers. Torstensson began frequently  
22 traveling to Los Angeles to run Frame, but Massenet often had to stay in London because it was  
23 where her daughters’ father lived. Massenet and Torstensson lived between a rental house in Bel  
24 Air, a rental apartment in New York City, and Massenet’s house in London.

25           33.     Over the years, Torstensson had duped Massenet into fronting the costs for a  
26 number of properties to his benefit. Torstensson would use the properties to inflate his social  
27 status, host business meetings, and entertain friends and business contacts. Indeed, on the  
28 numerous occasions Torstensson was photographed for a media article promoting his businesses,

1 he scheduled almost every portrait in the properties, which he would often refer to both publicly  
2 and privately as his own despite never paying a cent for their purchase or upkeep.

3 34. In 2014, Massenet and Torstensson discussed purchasing a home in the English  
4 countryside. Torstensson promised Massenet that it would improve his social profile and  
5 earnings potential, by allowing him to invite and impress his business associates, which he would  
6 then use to pay her back once he made a financial exit from his investments. Massenet  
7 purchased a property in Donhead, Saint Andrew, Wiltshire, UK for £4 million and agreed to fund  
8 a multi-year, £10 million renovation of the property and pay for staff including a butler, Chief of  
9 Staff, landscapers, and gardeners.<sup>5</sup> Once renovations were completed, Torstensson leveraged the  
10 home as he intended including by entertaining his friends and business acquaintances, offering it  
11 for use to his most important Frame shareholder and his celebrity contacts, and organizing  
12 several business profiles to be photographed at the property, including an 8-page profile in *The*  
13 *Wall Street Journal* magazine to position him positively in the business and creative world.

14 35. In 2017, Massenet purchased a 7-bedroom, 9.5-bathroom home in East Hampton,  
15 New York (“Hamptons House”) for \$15.5 million, in addition to paying for all operating costs  
16 for the property. The Hamptons House would go on to be a favorite of Torstensson’s and he  
17 would frequently use it to entertain friends and business contacts, and develop his businesses and  
18 investments.

19 36. Around 2019, Massenet and Torstensson discussed moving their family from  
20 London to New York City to be closer to his work in Los Angeles. Based on these conversations  
21 and Torstensson’s representations, Massenet agreed to sell her family home in London and paid  
22 for a 7-bedroom, 11-bathroom home located in Manhattan (“NYC House”) for \$25.5 million in  
23 June 2019. She also agreed to cover additional renovation costs. While Massenet fronted the  
24 costs for the property, the parties always intended to co-own it post-construction by each taking  
25 on an equal share of the mortgage. Torstensson and Massenet agreed that he could contribute  
26 what he could until he could pay for his entire portion of the home, which the family planned to  
27 move into soon after purchase. Torstensson represented “I will put in whatever I can as soon as I

28 \_\_\_\_\_  
<sup>5</sup> *Id.*

1 get it.” This agreement was also based on Torstensson’s representations that he would  
2 financially support Massenet when the several ventures and investments Massenet helped  
3 incubate and finance received a financial exit.

4 37. The parties’ relocation plans went awry due both to the COVID-19 pandemic and  
5 a catastrophic flood that severely damaged the New York City property. This resulted in a  
6 massive rebuild project that has already cost Massenet tens of millions, and for which she  
7 continues to date to pay for. But, the pair tried to find a silver lining in the affair. During the  
8 rebuild, the townhome next door went on the market. Torstensson purchased it for around \$6  
9 million – having realizing funds from the sale of his agency and certain early investments – and  
10 convinced Massenet to double down on an even more extravagant redesign project to combine  
11 the two properties into one large home he promised her they would share.

12 **Torstensson Promises To Cover Future Expenses For Massenet And Their Children**

13 38. Massenet funded Torstensson’s personal and professional lifestyle for more than a  
14 decade. However, covering these expenses was never charity. Torstensson repeatedly assured  
15 Massenet that, in return for her financial support, business introductions, and value creation,  
16 Massenet would share in the eventual returns from Torstensson’s investments and business  
17 ventures. A self-made entrepreneur herself, Massenet believed and banked on Torstensson’s  
18 potential. Torstensson expressly promised Massenet that he would contribute to joint real estate  
19 purchases and reimburse her for fronting shared living costs once his investments produced  
20 liquidity, while Massenet continued to maintain her assets and investments separate from  
21 Torstensson. Massenet had built her own fortune without reliance or help from on Torstensson  
22 and kept her finances separately from his. But, Massenet and Torstensson had agreed that in  
23 return for her support of his ventures and living, the cash flows from the ventures Massenet  
24 helped Torstensson incubate would be the pair’s joint retirement plan and allow them shared  
25 passive income and financial security, for the rest of their lives.

26 39. Torstensson made these representations intending for Massenet to rely on them in  
27 agreeing to fund Torstensson’s lifestyle and help him build his businesses, despite the financial  
28 strain it caused her. In particular, the purchases Massenet made to fund Torstensson’s lifestyle

1 and the extended renovations of the NYC House left Massenet in a difficult cash position. But,  
2 Torstensson repeatedly told Massenet that she need not worry because he would pay for the costs  
3 in the future once he accrued and then liquidated his assets. He also promised he would repay  
4 her by buying additional properties for their shared benefit in the future, as well as other items  
5 like a private plane. Massenet trusted Torstensson and relied on his public and private  
6 representations when agreeing to fund the purchases and their living expenses.

7 40. This was always the plan. About twice a year, Torstensson brought up the  
8 parties' investments and calculated "how rich [they were] going to be." Massenet and  
9 Torstensson also regularly discussed his plans to repay Massenet for the costs she fronted with  
10 their shared advisors, accountants, and financial planners. At one point, the parties had a  
11 cashflow forecast drawn up to plan for how Torstensson's future earnings would be able to pay  
12 Massenet back for the NYC House purchase and otherwise financially support them.

13 41. Massenet's reliance on Torstensson's representations was reasonable given the  
14 fourteen years the couple spent together as partners in business and life, including while raising  
15 their son. Torstensson came off as a man in love – something that Massenet's friends and  
16 colleagues alike witnessed and gushed about. And, while Torstensson's finances were stretched,  
17 he contributed where he could. In particular, Torstensson made a point of paying for or splitting  
18 manageable costs for the couple, such as when they dined out. In many ways, Torstensson  
19 actually spent beyond his means, including when he made extravagant gestures, bought lavish  
20 gifts, and purchased art and furniture for the parties' houses. Massenet trusted Torstensson when  
21 he represented these purchases as being for their shared life and a means by which he could  
22 contribute in the short term as his finances improved, rather than personal acquisitions.

23 42. Torstensson's spending was especially prominent in front of other high-profile  
24 individuals. For example, during one dinner, Massenet commented about liking the diamond ear  
25 cuff worn and created by a successful jewelry designer who happened to be seated at their table.  
26 Torstensson bought the piece off of the designer then and there without even asking about the  
27 price. This gesture took place in front of multiple celebrities and high net-worth individuals who  
28 Torstensson was eager to impress. Torstensson's casual manner about his extravagant spending

1 caused Massenet to believe she could trust him to repay her once as planned following his exit  
2 from his businesses.

3 43. In all, Massenet paid over \$95 million based on Torstensson’s promises to support  
4 their lifestyle.

5 44. However, it has become clear that Torstensson never had any intention of sharing  
6 his liquidity event. In reality, even as Torstensson began to achieve professional success,  
7 Massenet continued to cover a disproportionate share of the running costs of their lives and was  
8 not paid back for their joint real estate purchases. Massenet was also forced to take on the toll of  
9 managing their lives, including managing staff, bonuses, renovations, and legal and insurance  
10 claims.

11 45. By not paying his share of daily life, Torstensson retained and reallocated his free  
12 cash into new positions in investments or ventures that have or will earn him a profit. These  
13 positions included millions in investments in cryptocurrency, and brands such as Westman  
14 Atelier, Elder Statesman, Sweetgreen, Boy Smells, and General Idea. Torstensson had promised  
15 Massenet that she would share in any profits earned from these investments and that he would  
16 use them to take over the financial burden of their lifestyle.

17 46. Torstensson built or invested in a number of other businesses backed by the  
18 lifestyle and endorsements that Massenet provided. In addition to Frame, in which Torstensson  
19 holds, on information and belief, an interest valued around \$100 million and received as of 2024  
20 an annual base salary of \$1,500,000, Torstensson also acquired substantial positions in a number  
21 of companies, including SKIMS, Good American, Safely, and Brady. On information and belief,  
22 the equity value of Torstensson’s stake in SKIMS alone is estimated to be in excess of \$300  
23 million. Through Imaginary, Massenet provided critical early-stage funding to the ventures. She  
24 also provided Torstensson with privileged access to invest and receive equity in other businesses  
25 that Imaginary funded. These investments are now worth several hundreds of millions of dollars.  
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**Massenet Uncovers The Shocking Truth About Torstensson’s Rampant Drug Use  
And Years-Long Infidelities And, As A Result, Torstensson Disclaims Any Of  
Massenet’s Interest In The Companies She Helped Incubate**

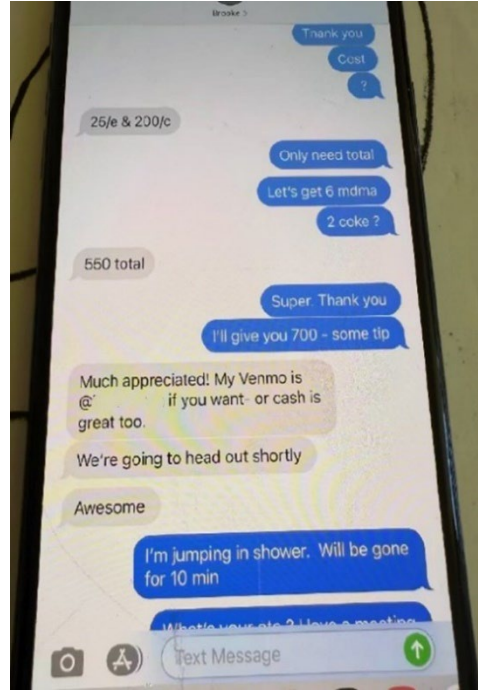
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4 47. Massenet believed Torstensson when he told her that he was committed to her and  
5 would make good on his promises. But, signs of trouble began in 2024. Massenet witnessed as  
6 Torstensson became emotionally distant, drank more heavily, disappeared for nights, and became  
7 physically and emotionally unwell. Torstensson experienced frequent bouts of bad stomach  
8 infections, influenza, panic attacks, and hives that worried Massenet so much that she suggested  
9 he see a specialist in case he had cancer. Massenet found a prescription bottle of Valacyclovir  
10 filled by Torstensson in January 2025, which he told her was for the hives. Massenet later  
11 learned that Valacyclovir is used to treat herpes infections.

12 48. Torstensson had turbulent mood swings that led to arguments. Massenet was  
13 understanding, and believed that his issues arose from depression, which he had struggled with at  
14 other times during the pair’s relationship. The parties began sessions with a relationship  
15 counselor in Los Angeles to try and manage communication issues that arose. While early  
16 sessions resulted in improvement, Torstensson’s behavior again took a turn from December 2024  
17 onward.

18 49. Unfortunately, things got much worse. In early May, Torstensson spent a week in  
19 Los Angeles for work, but returned cold and distant. That night, Massenet broke down and  
20 asked him what was wrong. Torstensson replied that he was no longer in love with Massenet  
21 and did not believe their romantic relationship could continue. This conversation was extremely  
22 shocking and traumatic for Massenet, who had believed based on Torstensson’s own assurances,  
23 that this was just a rough patch for the couple. Torstensson checked into a treatment center at  
24 their counselor’s suggestion.

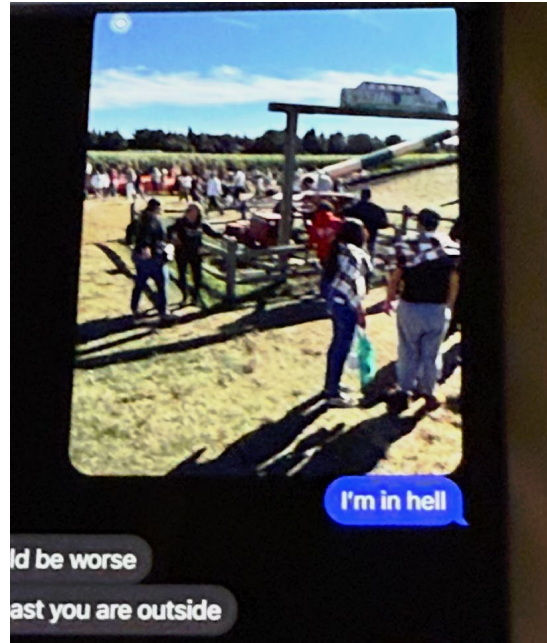
25 50. While Torstensson was away, Massenet uncovered that he had been living a  
26 secret life for many years. This led Massenet to finding an old phone of Torstensson’s, which  
27 revealed the shocking details of his indiscretions. Massenet found indisputable evidence,  
28 including explicit texts and photographs, that Torstensson had maintained multiple affairs with

1 several younger women for years. Massenet was even familiar with one of them, a girl in her  
2 daughter's social circle who had once asked Massenet to be her mentor. Massenet told  
3 Torstensson not to bother coming home. The next day, he checked himself out of treatment early  
4 to see Massenet, and confessed to her that he was a "liar, an alcoholic, a drug addict, a sex addict  
5 and that it had gone on for 7 years."

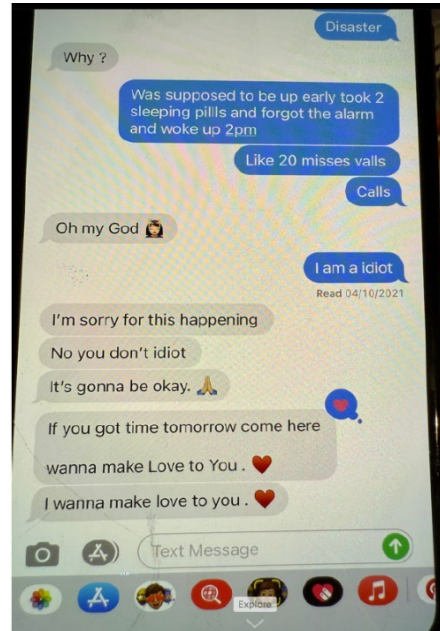
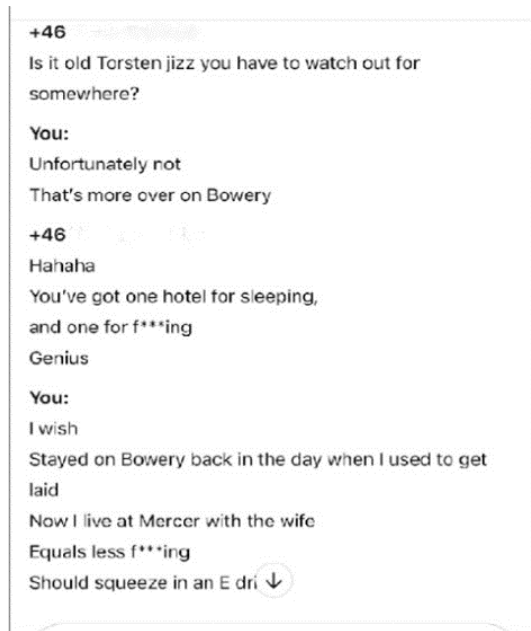


17 51. Over the next few weeks Massenet found even more texts and photographs  
18 documenting Torstensson's betrayals. It became clear that in addition to maintaining the affairs,  
19 Torstensson had also serially hired prostitutes and purchased and used drugs including cocaine,  
20 ecstasy, and oxycodone primarily in Los Angeles, but later in 2024 in London and New York  
21 City as well while travelling for work. Torstensson's illicit and deceitful behavior happened  
22 contemporaneously with his promises to Massenet about their future. For example, he hired  
23 prostitutes in Los Angeles just days after the couple celebrated their son's embryo being  
24 implanted with a surrogate. On another occasion, Torstensson texted one of the women he was  
25 sleeping with during a family trip with Massenet and their three children, telling her that he was  
26 "in hell."

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52. Even more news emerged. A friend told Massenet's ex-husband that he had seen Torstensson in London with other women on two occasions. A founder of one of Massenet's portfolio companies said he had recently witnessed Torstensson openly misbehaving with drugs and women at a party in Los Angeles. And, a woman who worked for Torstensson at Frame in the marketing department told Massenet's friend that she had been suspicious of him as early as 2018, when he was found to have chartered a private plane with an unidentified female from Los Angeles to Cabo San Lucas. This was the final straw for Massenet – she knew at that point that the entire foundation of their relationship had been a complete lie.



1           53.     The couple attended a session with their relationship counselor to agree on an  
2 immediate action plan regarding custody of their son, the resolution of which is ongoing.

3           54.     Now that Torstensson has been caught, he is renegeing on the years of promises he  
4 made to repay Massenet using the profits from the companies that she helped incubate and the  
5 uncommitted funds that she freed up. Despite Massenet’s several attempts to resolve matters  
6 amicably, Torstensson claims that he has no obligation to pay Massenet anything – not for the  
7 years of his life that she paid for, the property he promised to split, or any of the investments she  
8 made in him or his businesses. Of course, this was all part of Torstensson’s long con – now that  
9 he established a stream of income, all that is left to do is cut Massenet out of the earnings despite  
10 her clear entitlement.

11                   **Massenet Continues To Incur Substantial Expenses Caused By Torstensson’s**  
12                   **Misconduct**

13           55.     Massenet paid and continues to pay substantial sums caused by Torstensson,  
14 which have cost her more than \$95 million to date, including millions for renovation of the NYC  
15 House based on Torstensson’s promises to pay for half of all expenses and is being forced to  
16 borrow money to complete the construction work Torstensson coerced her to undertake.

17           56.     Massenet contributed significantly to Torstensson’s financial success and business  
18 investments, and is entitled to the fair return of her investment based on the capital she enabled  
19 and value she created. Massenet is also entitled to recognition of the brand equity that she  
20 contributed.

21           57.     The costs borne by Massenet go way beyond actual dollars expended. Massenet  
22 not only continues to deal with Torstensson’s refusal to cover agreed-to expenses, but has now  
23 also incurred new expenses such as costs of therapy and counseling for herself and her children,  
24 along with the emotional toll caused by Torstensson’s actions. Making matters worse,  
25 Torstensson is demanding joint custody of their child despite the devastating financial harm he  
26 caused, pervasive drug use, and numerous infidelities – and is using that as leverage against  
27 Massenet. And, despite Torstensson’s own claims that he has maintained sobriety in recent  
28 weeks, multiple individuals who have witnessed his behavior say he is not. Torstensson’s illicit

1 behavior and sudden departure from his and Massenet’s public life has also caused significant  
2 harm to Massenet’s public image and reputation, including amongst her business contacts.

3 **FIRST CAUSE OF ACTION**

4 **(Breach Of Contract - *Marvin v. Marvin*, 18 Cal. 3d 660 (1976))**

5 58. Massenet re-alleges and incorporates by reference Paragraphs 1 through 57,  
6 inclusive, as though fully set forth herein.

7 59. Massenet and Torstensson entered into a contract wherein they agreed that  
8 Massenet would fund their joint lifestyle and introduce Torstensson to her business contacts in  
9 exchange for Torstensson pursuing his business endeavors and sharing future returns earned with  
10 Massenet. The parties further agreed that Torstensson would reimburse Massenet for the shared  
11 living expenses she covered over fourteen years by paying for expenses going forward, including  
12 costs fronted by Massenet for their son’s expenses, as well as half of the purchase price and  
13 renovation costs for the NYC House. The parties also agreed that Massenet’s assets and  
14 investments would remain her property and that Torstensson was not entitled to those assets.

15 60. Alternatively, Massenet and Torstensson entered into an implied-in-fact contract  
16 wherein they agreed that Massenet would fund their joint lifestyle and introduce Torstensson to  
17 her business contacts in exchange for Torstensson pursuing his business endeavors and sharing  
18 future returns earned with Massenet. When the parties met, Torstensson lived a modest lifestyle  
19 and did not have much financial success. Massenet introduced Torstensson to her business  
20 world and Torstensson used Massenet’s fame and their relationship to leverage his public  
21 standing. Torstensson repeatedly confirmed that he would take over the financial responsibilities  
22 for the family once he had a liquidity event based on Massenet’s financial support until then.  
23 Torstensson also repeatedly represented that Massenet’s assets and investments would remain  
24 her property and that Torstensson was not entitled to those assets. The parties had a joint  
25 financial planner and Torstensson provided detailed projections over expected future income.

26 61. Massenet performed all of her obligations under the parties’ agreement, including  
27 by introducing Torstensson to her business contacts, endorsing and promoting Torstensson and  
28 his business investments, and expending more than \$95 million to fund their joint lifestyle.



1 expenses and invest, endorse, validate, promote, or otherwise create value for Torstensson and  
2 his business ventures and investments, as well as throughout the duration of the parties'  
3 relationship.

4 67. Torstensson made these promises and representations to Massenet without any  
5 intention of honoring them and knowing that they were false. In reality, Torstensson knew that  
6 he would refuse to share his future earnings with Massenet and would fail to reimburse her for  
7 the expenses she agreed to cover based on his false representations. Torstensson also knew that  
8 he was not committed to his romantic relationship with Massenet nor faithful to Massenet during  
9 the course of that relationship.

10 68. Torstensson concealed from Massenet his plan to exclude her from his future  
11 earnings and refuse to reimburse her for the millions she spent on their joint lives. He further  
12 concealed his lack of commitment to their romantic relationship, including by withholding that  
13 he was addicted to drugs and actively using them and unfaithful to Massenet during a majority of  
14 their relationship.

15 69. Torstensson intended for Massenet to rely on these promises, representations, and  
16 omissions at the time he made them, and Massenet reasonably and justifiably relied on  
17 Torstensson's statements or omissions including because Torstensson is the father of Massenet's  
18 child and was involved in a fourteen-year relationship with her, and because Torstensson  
19 repeatedly confirmed that he would take care of Massenet after realizing the earnings on his  
20 business ventures and investments.

21 70. Massenet incurred and will continue to incur substantial harm as a direct and  
22 proximate result of Torstensson's conduct. Massenet is entitled to an award of damages in an  
23 amount according to proof at trial including actual, consequential, rescissory, and restitutionary  
24 damages. The harms to Massenet include the amounts Massenet paid to cover Torstensson's  
25 lifestyle, properties for Torstensson to reside, and expenses for their son, as well as the value she  
26 created for Torstensson and his business ventures and investments. Massenet is also entitled to  
27 damages for the additional expenses caused by Torstensson's misconduct.





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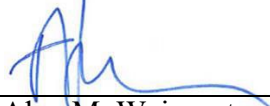
**PRAYER FOR RELIEF**

WHEREFORE, Plaintiff Massenet prays for judgment against Defendant Torstensson as follows:

- A. Entry of judgment for Massenet against Torstensson on all claims;
- B. An award of actual, consequential, incidental, rescissory, and restitutionary damages against Torstensson in an amount according to proof at trial;
- C. Disgorgement of all fees and other benefits paid to Torstensson;
- D. An award of punitive damages due to Torstensson’s willful fraud and misconduct;
- E. All costs of suit herein including attorneys’ fees;
- F. Pre- and post-judgment interest at the maximum legal rate; and
- G. Any and all further relief which the Court deems just and proper.

Dated: August 20, 2025

**WILLKIE FARR & GALLAGHER LLP**

By:   
\_\_\_\_\_  
Alex M. Weingarten  
Matthew M. Gurvitz  
Sam Santopoalo  
  
Attorneys for Plaintiff  
Natalie Massenet

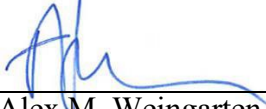
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**DEMAND FOR JURY TRIAL**

Plaintiff Natalie Massenet hereby demands a trial by jury.

Dated: August 20, 2025

**WILLKIE FARR & GALLAGHER LLP**

By:   
\_\_\_\_\_  
Alex M. Weingarten  
Matthew M. Gurvitz  
Sam Santopoalo

Attorneys for Plaintiff  
Natalie Massenet